

## ▶ The Company Infopark

AT A GLANCE



Infopark offers modern web-based information systems. The focus is on solutions for the interaction with customers via the Internet.

### *Business Segments*

Infopark has developed into one of the leading European vendors of web-based information systems. The solutions from Infopark do not only use the web to extend existing processes. Web interaction is defined by Infopark as one of the main aspects of a customer-oriented corporate strategy. Economic stability and profitability have characterized Infopark for many years. The company is acting worldwide, with a focus on the German-speaking markets.

### *Executive / Supervisory Board*

The founders of the company, Stefan Krause and Bernd Völcker represent the Executive Board of Infopark AG. With more than 20 years of experience in the IT industry, both are Internet professionals from the early beginning. They have been developing and introducing numerous innovations to the software market.



*Stefan Krause (l.) and Bernd Völcker (r.)*

Chairman of the Supervisory Board is Prof. Jens Poll.

### *Employees*

Infopark has almost 100 employees. 70% of them have a university degree. The company is a state-approved training organization.

### *Milestones*

- 1994 Founded by Stefan Krause and Bernd Völcker in Berlin
- 1995 Focus on Internet-based technologies
- 1997 First version of a content management software
- 1999 Participation of private investment trusts; private limited company
- 2000 First XML based enterprise content management system
- 2001 Expansion of business activities, including portal and knowledge management
- 2005 Annual Internet Congress iico.de hosted by Infopark for the first time
- 2006 Solutions for Web 2.0 and Customer Relationship Management
- 2007 Full service provider for customer relationship management and web strategy
- 2008 Infopark Online Marketing Cockpit
- 2009 CMS and OMC as Software as a Service
- 2011 Infopark CMS Fiona7

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### Software Products

Infopark's products focus on the interaction with customers via Internet.

Typical solutions are:

- Enterprise Content Management
- Document and knowledge management
- E-government
- Online Marketing and electronic Customer Relationship Management (eCRM)
- Portals
- Search technologies
- Catalogues and shop systems
- Content integration from databases as well as from ERP and CRM systems

### Services

Next to the software itself, Infopark offers a wide variety of professional services. Thanks to many years of experience, projects can be handled without third-party assistance:

- Consulting and web strategy
- Support (hotline) with several service levels
- Training classes (Infopark Academy)
- Software engineering
- Software as a Service (SaaS)
- Installation, maintenance and updates
- Web concepts and design
- Multilingual documentation
- Planning and implementation of projects

### Strategic Alliances

Infopark is a member of the World Wide Web Consortium (W3C), the BITKOM and the German user groups of Oracle (DOAG) and SAP (DSAG). Infopark maintains strategic alliances with IBM, Oracle and Amazon.

### Shareholders

79% of the shares are held by the founders, 21% by investments trusts.

### Customer Base

Number of Customers / Users	More than 300 / more than 60,000
Number of Installations	More than 600 in over 10 countries

### Customers (Selected)

**Banks / Insurances:** Debeka • Dresdner Bank • DZ Bank • Hannover Re  
**Education:** Free University of Berlin • Max Planck Society • University of Augsburg  
**Health:** DGN • Gesundheit Nord – Clinic Group Bremen • Clinic Nuremberg  
**Industry:** Air Liquide Germany • Gegenbauer • Schwan-STABILO • Trox • ZF  
**Media:** Bundesdruckerei • DSV Group • Neue Osnabrücker Zeitung • SES ASTRA  
**Telecommunication / IT:** AVM • cirquent • mobilcom-debitel • T-Mobile Austria  
**Transportation / Logistics:** Berlin airports • IFCO Systems • Munich airport • Schenker  
**Utilities:** E.ON • EnBW • enercity / Municipal Utility of Hanover • Verbundnetz Gas  
**Public Sector:** German Bundestag • German Federal Ministry of Finance / customs • Federal State of North Rhine-Westphalia • State Government of Luxembourg

### Contact

General, Product Information	Stefan Fischer	cc@infopark.com
Human Resources	Erika Schaknowski	hr@infopark.com
Press, Public Relations	Sandra Schmidt	pr@infopark.com
Website	www.infopark.com	

### Infopark AG

Kitzingstraße 15, 12277 Berlin, Germany  
 Phone +49 30 747993-0, Fax +49 30 747993-93  
 www.infopark.com, e-mail: info@infopark.com

Legal form: AG (German law); commercial register HRB 73478, Amtsgericht Charlottenburg